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THE BULLETIN OF THE CLEVELAND MUSEUM OF ART

NINTH YEAR

NOVEMBER 1922

NUMBER 9

RESULTS OF "ART MUSEUM WEEK"

In the October issue of the *Bulletin* the meaning of "Art Museum Week" was explained and an appeal made for new memberships and new endowment. It is interesting at this time to report the result of the intensive effort which was put forth during the first two weeks in October to increase the membership and educate a larger public as to the value of the work which the Museum is doing.

During October first to eighth (set aside as "Art Museum Week") regular Museum exhibition cases were installed in the lobbies of several theatres, where they were seen by many thousand theatre-goers. During this same week films showing the use of the Museum were included in the news features at nine of the leading motion picture houses, small exhibitions were arranged in some of the bank windows, and several thousand poster cards inviting people to come to the Museum were displayed in the city's business centers. Short addresses were given before eleven men's and women's clubs at luncheon and other meetings. The result of all this publicity was to prepare people for the call of two hundred and fifty-two volunteer workers who were organized into teams under captains, ten to fifteen "prospect" cards being assigned to each worker. The ultimate result of this activity will not be known for some weeks, as many approached expressed the intention of becoming members but did not determine at the time which class of membership they would assume. At the time of going to press the following is the statistical result:

Fellows for Life	7
Fellows	8
Life	29
Sustaining	65
Annual	766
Total	875

In order to stimulate interest, it was decided to offer prizes to the team bringing in the largest number of members and to the team bringing in the memberships involving the largest

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amount of initial payments, the prizes consisting of a Life Membership for the captain and an Annual Membership for each member of the winning team. The winners were as follows:

For largest number of members, Cleveland Society of Artists' Team:

	Louis Rorimer, Captain	
Russell Askue	William A. Bohnard	Charles Lines
Arthur W. Barber	Thomas Clough	Cal Luce
Blake Battles	Owen Coghlan	Horace Potter
August F. Biehle	Dr. W. H. Kinnicutt	Glenn M. Shaw

For largest value in membership, Cleveland Art Association Team No. 2:

	Mrs. B. P. Bole, Captain	
Mrs. W. H. Andrews	Mrs. Dudley Dodge	Miss Selma Sullivan
Miss Katharine Brooks	Mrs. A. S. Ingalls	Mrs. Harry L. Vail
Mrs. Warren Bicknell	Mrs. S. L. Mather	Mrs. Windsor T. White

The campaign closed with a rally at the Museum on Saturday evening, October fourteenth, at which the thanks of the Trustees was extended for the fine work accomplished. Reports were made for the men's teams by William J. Raddatz, chairman, and for the women's teams by Mrs. Harry L. Vail, chairman. The Director outlined briefly the causes leading up to the campaign, and also announced for the first time the results of the effort to secure endowment, as explained elsewhere.

Successful as this campaign has been in its essential result, the membership still falls far short of the recommended number, the enrollment at the present time being as follows:

Founders	4	Fellows	134
Benefactors	16	Life	497
Honorary Fellows	16	Sustaining	98
Fellows in Perpetuity	37	Annual	<u>4429</u>
Fellows for Life	44	Total	5275

A year ago the Museum began a campaign to increase the membership to ten thousand, and, as explained on page one hundred and forty-five of the October *Bulletin*, the number set by our Advisory Committee of the people who should be supporters of the Museum in Cleveland is ten thousand three hundred and fifty. The Museum *needs* and *must have* the support and interest of ten thousand members, is still working to secure this enrollment, and asks the earnest support of every present member in this effort. Let the enthusiasm of "Museum Week" be spread throughout the year, and let every member continue to do everything in his power to aid in securing the additional needed support.

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While the number of members actually secured during this campaign is not so large as had been hoped for, it is certain that a very large number of people have had the needs of the Museum presented to them clearly, and many of these have expressed the hope of being in a position to take out a membership within the next few months.

The Trustees of the Museum wish to take this opportunity to express publicly their thanks to all the workers who have brought about this splendid result and to the papers, theatres, and business houses who aided in every way. The organization in charge of the campaign was as follows:

GENERAL COMMITTEE

Samuel Mather, Honorary Chairman Leonard C. Hanna, Jr., Chairman
John H. Hord H. A. Kelley Carl A. Lohmann John L. Severance
Chairman in charge of men's teams, William J. Raddatz
Chairman in charge of women's teams, Mrs. Harry L. Vail

AND THE FOLLOWING TEAMS:

Bankers' Group, Delo Mook, Captain

Chamber of Industry, J. H. Schumacher, Captain

City Club Members, Dr. A. J. McNamara, Captain

Cleveland Advertising Club, R. H. Finger, Captain

Cleveland Art Association:

Team No. 1, Mrs. F. H. Westlake, Captain

Team No. 2, Mrs. B. P. Bole, Captain

Cleveland Real Estate Board, Vance Stewart, Captain

Cleveland School of Education, Professor L. R. Brown, Captain

Cleveland Society of Artists, Louis Rorimer, Captain

Cleveland Sorosis Club, Mrs. W. Ross Brown, Captain

Council of Jewish Women:

Team No. 1, Mrs. Marc Grossman, Captain

Team No. 2, Mrs. Louis Wolsey, Captain

Team No. 3, Mrs. M. Biald, Captain

Team No. 4, Mrs. L. Bialosky, Captain

Exchange Club, R. L. Randolph, Captain

Free Lance Team, Mrs. John Beaumont, Captain

Free Lance Workers: Dr. Howard Dittick William J. Roberts, Jr.
Harry J. Wamelink

Friends of the Children's Museum:

Team No. 1, Mrs. Louise Dunn, Captain

Team No. 2, Rossiter Howard, Captain

Industrial Association, L. P. Strong, Captain

Junior League Members, Mrs. Allan House and Miss Lucile Andrews, Joint Captains

Lakewood Garden Club, Mrs. Paul North, Captain

Lions' Club, Paul Shively, Captain

Optimist Club of Cleveland, R. T. Kelsey, Captain

Rotary Club, Clifford E. Pierce, Captain

F. A. W.